



# FALLS CITY SECTION

This section is devoted to the industrial development of Falls City, Polk County, Ore. The section will be under the direction of the Falls City Commercial Club, H. Mather Smith, President and Mrs. Abigail Watt, Secretary. The advertisers in this section are Falls City firms. Each takes pride in advancing the civic and industrial development of the community. Every dollar you spend with them will help build a bigger, better and more prosperous city.

## THE CURRENT NEWS OF THE LIVE FALLS CITY COMMUNITY REPORTED

### Library Board Appointed—Church and Lodge News—The Clean Up Program Adopted, and a Slogan to Be Selected—The Only Roquefort Cheese Factory in the United States

**First M. E. Church of Falls City**  
Services every Sunday as follows: Sunday school at 10 a. m. Preaching at 11 a. m. and 7:30 p. m. Epworth League devotional meeting at 6:30 p. m. Midweek prayer meeting Thursday 7:30 p. m. Ladies' Aid society Wednesday 2 p. m. Junior league Tuesday afternoon.

The subject for the sermon next Sunday morning: "Spring Echoes." In the evening: "Men Who Fail." Pastor, J. F. Dunlop.

**News Paragraphs**  
The pupils of the grade school received a visit from Mrs. R. L. Griswold, president of the Parent-Teacher association, and Mr. Guy Mott, chairman of the civic pride committee of the Commercial club on Friday. They were invited to cooperate in our "City Beautiful" movement and the prizes offered were explained to them.

The Basket Ball team of the eighth grade played a game with Bridgeport, on the latter's floor, last Friday afternoon, winning by a score of 34 to 26. This gives our boys two games from Bridgeport. They will soon be playing baseball and be ready to play teams of equal size.

Miss Ethel Chamber, of Portland, visited her mother, Mrs. W. B. McKown, over the week end. Chris. Franklin and Archie Padfield, now of the Yakima valley, who lived in Falls City about fifteen years ago, were visiting here last week. These gentlemen say "There's no place like home," meaning Oregon, and are coming back home to stay.

Herbert Dunlop is home from Portland, where he has just completed a course in auto-mechanics. He will visit with his parents, Rev. and Mrs. J. F. Dunlop, for a few days and will then return to Portland, where he has employment.

Mr. W. L. Russell of Toledo visited his brother, J. G. Russell, and looked over his pruned orchard last Sunday.

The Misses Alice Kaufman and Ruth Gottfried, who are teaching in Silverton, visited with their parents over the week end.

Willis Allen and family spent Sunday in Monmouth.

Mr. and Mrs. H. P. Bogert and Dwight Chafee, accompanied by Mrs. George March and daughter Louise and Mrs. Mollie Pugh were Salem visitors last Thursday.

The Misses Grace Thompson and Elizabeth Wagner were home from the Oregon Normal school in Monmouth over the week end.

**A. F. Courter & Company Hardware Changes Hands**  
Mr. M. L. Thompson, who has been the "company" of A. F. Courter & Co. hardware dealers, has purchased Mr. Courter's interest in the business and will take over the management of the store about April 1. Mr. Ensign Courter will remain with Mr. Thompson for the present. Some other changes in the personnel of the management of this store, as well as Mr. Thompson's drug store will probably come later. Mr. Courter has announced no plans for the immediate future, but they hope many friends in Falls City who Mr. and Mrs. Courter and family will remain with us indefinitely.

Mr. and Mrs. Raymond Criswell entertained Mr. Criswell's sister, Miss Lois Criswell, who is assistant librarian at the Oregon State Normal in Monmouth, over the week end. They also had as dinner guests Sunday beside Miss Criswell, Mr. and Mrs. M. L. Thompson, Miss Mildred and Hal Thompson.

Mr. and Mrs. George Lowe were dinner guests of Mr. and Mrs. F. E. Driggs Sunday.

The Ladies' Aid society of the Christian church have purchased a new range and the men of the church have purchased a new hot water heater, which Wm. H. Porter installed for the ladies this week. This means many more of those pleasant dinners and teas the ladies are famous for, and the gentlemen will have no reason to regret their generosity.

The Falls City library board, appointed by the mayor, met at the library last Thursday evening and organized with William Bohle chairman and treasurer and Mrs. Watt secretary. The board consists of three members, William Bohle, A. L. Barnhart, and Mrs. Watt. The librarian was authorized to have a couple of new tables made, purchase curtains for the windows, secure window boxes, and otherwise beautify the room. The board also decided to purchase several new magazine subscriptions and a number of books, lists of which will be given later. Anyone having used books and magazines to spare are asked to leave them at the stores or postoffice for use in the reading room.

Don't forget the squirrel poison at the Bank of Falls City. Other districts are doing good work. We must clean up the injurious rodents as well as debris if we expect good gardens and grain crops.

Whitewash made by the formula used by the United States government on light houses and other buildings exposed to severe weather, applied hot, is almost the equal of oil paint for covering barns and other buildings and fences. The formula includes glue, salt, and other things not used in an ordinary whitewash.

The local society of Missionary volunteers, the young people's society of the Seventh Day Ad-

ventist church, was represented at a convention held at Laurelwood college, about four miles from Gaston, last Saturday. J. A. Reiber drove down, taking all his car would hold for this occasion.

Mrs. J. F. Dunlop was shopping in Salem one day last week. Mrs. A. H. Dodd received word from Klamath Falls that a baby son had arrived at the home of their daughter Cecil (Mrs. F. G. Brown) on the 14th day of March, this being the thirty-ninth wedding anniversary of Mr. and Mrs. Dodd.

Mrs. F. M. Neal left on Tuesday morning for their farm near Seio, where she will supervise the planting of spring crops and look after affairs until school closes, when Mr. Neal and the family will join her there.

A very pleasant afternoon was spent by the following members of the Good Will club at the home of Mrs. Floyd Jones, Thursday, March 12. Mesdames Chamberlain, Black, Kretzer, Powell, Adams, Richardson, Wingo, Cochran, W. Mack, Rhoades, F. Mack and the hostess. A delicious lunch was served at four o'clock, the hostess being assisted by her sister Miss Kneebone.

Mrs. R. Paul visited with her daughter Gladys, in Salem, Saturday afternoon.

C. P. Horn, Jr., who is attending the State university at Eugene, writes to his parents here of the interesting work he is doing in Journalism. Last week he had the pleasure of attending the state editorial convention held in Eugene, enjoying the banquet held in Hotel Osborne Friday night, at which there were more than four hundred present. Junior is doing considerable work on the Emerald, the university paper, being especially successful in the advertising writing done so far. One of his recent stories has to do with the new mascot of the Kappa Delta Phi. Oscar, a beautiful parrot direct from Panama.

**News From The Church of Christ**  
Monday, March 16, the following missionary societies were represented in Dallas: Silverton, Monmouth, Perrydale, Falls City, First Church, Salem, and Dallas. Mrs. Downey, of St. Louis, a national worker, had a conference with the ladies in the morning, and gave an address in the afternoon. There were about thirty ladies present in addition to the Dallas society. The following state officers were present: Mrs. Kendall of McMinnville, state president; Mrs. A. J. Bennett of Silverton, recording secretary; Mrs. Perry, First Church, Salem, treasurer, and Mrs. May Courter of Portland, boys' and girls' superintendent.

The societies represented all belong to district No. 2 of the state. The meeting was in charge of Mrs. Blanche Paul, district secretary. Mrs. Downey had a wonderful message.

Wednesday, March 11, the Churches of Christ in Polk county held a rally at Dallas. The meeting was in charge of Brother Swanders, state secretary of Oregon. The churches represented were Dallas, Falls City, Monmouth, Independence and Perrydale; Falls City, with seventeen delegates, had the largest number present. The Dallas ladies served a splendid dinner and supper to all present.

The program was given by the following, who all gave wonderfully helpful messages to those present: Brother Bennett, of Silverton; Brother Essene, of Jefferson; Brother Evans, First Church, Salem; Brother Putnam, Court Street Church, Salem, and Brother Swander of Portland. Brother Cunningham will not

## FALLS CITY SETS THE PACE FOR CONSTRUCTIVE CIVIC PRIDE WORK

### Civic Organizations of City Unite in Active Practical Campaign Designed to Develop and Stimulate Higher Standards of Civic Pride—Many Valuable Prizes Are Being Offered

Falls City has decided that "The City Beautiful" should be a fact and not a fancy. To this end its civic improvement committees from the Falls City Commercial club and the Falls City Parent-Teachers' association have announced the following program for the season:

The city council has been urged to place suitable receptacles at convenient places to hold all waste paper, etc., that might be otherwise thrown upon the streets. They ask the cooperation of the school children in this undertaking.

This civic improvement committee starts a campaign by offering a variety of prizes for property improvement within, or adjoining, the city. Here is a program worthy the attention of many other communities.

**Prizes Offered.**  
First—To the persons making the greatest permanent improvement, two prizes will be given: first prize—an order on a nursery company for \$4; second prize—an order on a nursery company for \$2.

Second—To persons making the most improvement for the season on any piece of property, two prizes will be given: first—\$4 in cash; second—\$2 in cash.

**Pupil Contest Prizes**  
Two prizes are offered high school pupils making the most improvement for the season on any piece of property, by their own labor: first—cash prize of \$2; second—cash prize of \$1. Four prizes are offered to grade pupils making most improvement for the season on any piece of property by their own labor: first—cash prize of \$2; second—cash prize of \$1; third—cash prize of \$1; fourth—cash prize of 50c. This contest is open to every

one living within the city limits, or owning property adjoining the city.

Entries must be made on or before March 21, with the chairman of the committees. G. D. Mott, chairman civic pride committee; Mrs. R. G. Griswold, chairman P-T. A. Contest begins from date of March 16, 1925. Contest closes September 1, 1925. The same committee will act as judges of the contest.

Students wishing to enter the contest must file application with their teacher before March 21. Application to contain name of applicant and description of the property on which the improvement is to be made in order that the committee may inspect the property and record its condition at the start of the contest. The teacher will turn these applications over to Mrs. Watt, secretary of the Commercial club, at the postoffice, or to Mr. Mott, chairman of the civic pride committee, at his furniture store.

Adults entering the contest may make application at the postoffice, the bank or Mott's furniture store. Every citizen is urged to take active part in this community work. Arbor day, Friday, April 10, will be observed. Everybody requested to meet at the high school building, bringing such bulbs, shrubs, flowers seeds, etc., as they wish to use for exchange or sale. The proceeds to go to the Parent-Teachers' association. The committee invites questions regarding details of its plans and urges the hearty cooperation of every one in this effort to beautify the city and make it a more attractive place for ourselves and an invitation to others seeking homes which appeal to the highest instincts of citizenship.

offered them last summer who will be glad to help at this time.

Karl Pugh came in from Salem Saturday evening and spent the night Sunday night visiting with his mother, Mrs. Mollie Pugh as well as many friends of the younger set.

H. Mather Smith, president of the Bank of Falls City, was in Valseit last Saturday transacting business for the bank.

Miss Ardella Dunlop has returned from her visit to friends in Estacada and reports a very enjoyable trip.

H. Willis Koehler visited with his family at The Ruby over the week end.

Spring is here—the birds tell us, the frogs too, the flowers, the showers and rainbows, the general unrest of the school boy, the bats and balls in evidence, "Dad" with his shovel and hoe—all signs point to spring. The oaks have taken on a softer, fresher green where the moss hangs thick, the fir and cedar are sending out fresh green tips and the maple and alder and willow all are glistening with leaf buds. With all this renewal of life and activity we will get a clean town. Let's all work for it, talk it, and sing it. Several entries are in already with the civic pride committee and painting will soon be the order of the day.

The Bank of Falls City has had its lot on Main street, just across from the present location of the bank, cleared of stones and rubbish, new top soil put on and levelled, and is ready to seed to grass and flowers. Next! There are many other lots just waiting a few days' work and a small expenditure for seed to become beauty spots.

Mr. and Mrs. Ira Mehring are progressing nicely with the improvements planned for their farm home. They already have the water piped from springs for use at both house and barn; and have the remodeling of their house well under way.

The following members of the local Rebecca lodge attended the district convention held in Monmouth last Thursday, the 12th: Mr. and Mrs. Frank Mack, Mrs. Jessie Moyer, Mrs. Mollie Pugh, Mr. and Mrs. G. D. Treat and daughter Helen, Messrs. Ralph Thresher, Randolph B. Thresher, Leice Lee, Charles Ferguson, Claude See and Mrs. M. W. Welser. McCoy lodge, of Seio, and

and the program was given by Mr. and Mrs. Ray Vinton, comprising music and a "chalk talk." Refreshments were served at ten o'clock, after which all enjoyed a social hour and dancing. The next meeting will be with Buena Vista.

On Wednesday evening of this week the local Rebecca lodge will receive a visit from the state president, Mrs. Mary D. Moss of Klamath Falls, and grand secretary, Mrs. Ora Casper of Dallas. Dr. R. K. Howe and his mother have taken an apartment at the O. Aurland home. Don't forget "The Toreadors" March 20 at 8 p. m., Victory hall.

**Commercial Club Meeting**  
Fall City Commercial club held a very interesting meeting, March 11, with good attendance. Many things of interest to the community were discussed, committee reports made, and plans outlined for future work. The action of the civic pride committee, meeting with the Parent-Teacher association committee, was approved and the plan for offering prizes left to the two committees to put over as they thought best. Mr. Smith read the slogans proposed and the selection of a slogan was left for a later meeting. Let's have more suggestions.

**Roquefort Cheese Factory**  
Hazel Dell Ranch, the home of Mr. and Mrs. Jay Branson, is one of the busiest places in the community these days. They own about one hundred milk goats (does), fifteen of these being purebred registered Toggenbergs, the rest high grade Saanen, Alpine and Nubian. To date there are about thirty doe kids. These goats are handled much as pure bred cows, the does being milked and the milk fed to the kids rather than allowing the youngsters to busy their own milking. This means busy times for those in charge of the flock. The kids will be given the milk until about May 1, when they will be weaned and turned on the grass and the milk used in the manufacture of the Roquefort cheese. Mr. and Mrs. Branson began in 1920 with about forty head of does and have built up their flock from year to year, besides selling some stock each year. They recently purchased a three day old Nubian kid from Dr. Lane of Portland, for which they paid \$50. This kid will be raised to add new breeding stock.

Albert Teal has leased the herd of milk goats belonging to Wm. Lee and will milk these in addition to his own. This will give more milk to be used for cheese making, as Mr. Teal and the Bransons are manufacturing their cheese together.

(The Roquefort cheese factory of Teal & Branson near Falls City is the pioneer factory of the kind in the United States. They use the covered wagon as a brand, appropriately, as they are the pioneers in an industry that may be developed into an enormous industry in this section.—Ed.)

It is reported several real estate deals are about closed in this vicinity and that there may be additional business news to disclose soon.

**MAIN SHOPS OF THE STATE HIGHWAY**  
(Continued from page 10)

E. F. Halik is master mechanic. Eighty people are at the present time employed there.

The reader will get an idea of the extent of the operations that center there when he is told that the equipment valuations run to \$517,593.87 at the present time, and that the parts and accessories and general stock run up in value to \$284,774.91.

There are 299 trucks now in service, and 76 passenger cars. There are two portable paving plants.

**Two Branch Plants**  
There are two branch equipment and repair plants, at Klamath Falls and La Grande. The one at Klamath Falls employs 12 people, and Hiram T. Smith is shop foreman there. The one at La Grande employs 20 people, and Roy A. Farnham is shop foreman.

**Does Big Business**  
The total receipts of the Salem plant for the years 1923 and 1924 were \$1,245,993.07. Some volume, and the net profits were \$143,501.28. A very good showing for business management and economy and efficiency of operations.

**Make Their Own**  
Certain tractor and truck parts are bought in the rough and finished at the Salem plant. Some lines of equipment are made available in this way at half the cost they would stand the state if bought fully finished.

The department manufactures outright a heavy road plow for maintaining crushed rock surfaced

## FALLS CITY INVITES TOURISTS TO ENJOY ITS QUIET CHARM AND BEAUTY

### The Charm of the Foothills of the Coast Range, the Fishing, the Mountain Drives, the Pure Water and Invigorating Air Make Falls City the Ideal Summer Camp—Little Luckiamute Falls a Charming Spot

(By EDWARD T. BARBER)  
No more entrancingly beautiful spot can be found in all of Oregon than Falls City.

Located well up in the foothills of the eastern slope of the Coast range, with the Little Luckiamute river flowing through it, the forest-clad hills, old, so old that their surfaces are rounded and smoothed by Father Time and their contours blended into soft, undulating lines. These hills were grey-headed grandfathers when the mountains back of them were born. And during all these eons of ages they have been accumulating the soils which now are at the services of man for producing the abundant crops of fruits and berries which command the admiration of the epicures of the world.

Here are the lumber mills with their insatiable appetites consuming the forests which give way to farms that feed the cannery in the valley.

The city park beckons those seeking rest and recreation amidst quiet and peaceful surroundings. In response to this invitation the State Epworth League organization has closed a 99-year lease for a two-weeks' use of the park each year.

The nearby waterfall adds to the grandeur of the scene. Falls City is reached by a branch of the Southern Pacific railway and also by a good hard surfaced road leading out from the county seat. A daily auto stage line runs over this road bringing morning papers to the city.

Persons seeking a restful place for a vacation or a summer camp will find here all the most desirable conditions, plus. Electric lights and city water are available, daily communication with the outside world, coupled with the restful surroundings and the pure invigorating air of the ever-green hills.

It was developed here. It is so good that a number have been sold to counties, and seven to the bureau of public roads for service in Alaska.

A large part of the equipment of the state came from the war department of the government after the World war.

**The County's Plants**  
The repair plant for the road machinery and equipment of Marion county is located on Center street, near the state hospital, and the storage warehouses are there. Four men are constantly employed there, making repairs.

The county has four paving plants, one here at Salem, and the others at Stayton, St. Paul and Scio. These paving plants originally cost \$18,000 each; but three of them, built by the county, have cost about \$10,000 each.

The county has about \$100,000 invested in paving machinery and equipment. By owning its own machinery, and doing the paving work itself and not under contract the county is securing good work, and at a low cost. There is no incentive to skim on quality, and there is every incentive to get the work done at the lowest possible charge. It has been stated that Marion county's \$15,000 a mile paved market roads are as good as some of the \$30,000 a mile paved highways in Oregon, built under other auspices.

Is it hiking, or automobiling, or fishing, or bathing you wish? Any or all of these sports and pastimes are at your command.

The markets of the city will supply every want in the food line. Fresh vegetables and fruits of "Oregon Quality." Fresh meat from the market, and a hearty welcome from every citizen of the place.

You will also come in contact with the wonderful resources of this section, from an industrial standpoint as you study the lumbering and logging operations, the cannery taking care of the surplus fruits, berries and vegetables, the poultry farms, the goat farm which operates the only Roquefort cheese factory in the United States using goat milk exclusively.

This is the land of opportunity, the land of better things. It is one of the important units in the Oregon country. The land of the "Covered Wagon." Described by Secretary Seward as "That vast region destined to become the chief theater of human activities and events in the world's great hereafter."

These words are no longer prophecy; they are a present fact in the dawning.

The tourist trails leading to Falls City are well blazed highways over which pours the commerce of a thriving community which is fully awake to the vast opportunities present, and demanding more men and more money for development.

The visitor who enters this charmed valley will find himself inspired and invigorated to newer and higher ideals of Oregon life and Oregon resources. Fight it off, as he may, the desire to return will sooner or later gain the mastery and he will return. He will wish to emulate the action of the Epworth League and take a 99-year lease on citizenship in Falls City and her destiny.

## OREGON OFFERS WEALTH OF PROFIT

(Continued from page 10)

has placed at hand in such prodigious abundance.

The Oregon Agricultural college at Corvallis; the State university, at Eugene and the various colleges and universities located at various parts of the state are worthy of the magnificent resources of the state.

Tourist accommodations are to be found at every town and city in the state. All along the highways are service stations and tourist camps so that visitors may make their trip through the state as leisurely as they may wish.

You will find Oregon the place which will help you realize your fondest dreams of health, wealth and happiness.

## Mack's Place

Confectionery, Soft Drinks, Cigars and Tobacco.

The Falls City Commercial Club Meets the 2nd and 4th Wednesdays of each month at Gem Theater.

Space donated by Dr. C. F. Horn

## The Griswold-Grier Lumber Co.

Douglas Fir Mills at Falls City, Or.

## LUMBER

Griswold Lumber Co. Gasco Building, Portland, Ore.

## FALLS CITY CANNING CO.

Oregon Fruits, Berries and Vegetables

## "LUCKAMUTE BRAND"

Make Their Own  
Certain tractor and truck parts are bought in the rough and finished at the Salem plant. Some lines of equipment are made available in this way at half the cost they would stand the state if bought fully finished.

WE PAY CASH FOR CASCARA BARK

### Merchandise

New or Used, Bought, Sold, Exchanged. Quick sales. Small Profits.

**G. D. Mott, Prop.**  
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Prompt and satisfactory service in Kodak finishing at

**Thompson's DRUG STORE**

### E. P. Brown's Garage

Authorized Ford Sales and Service

Gas and Oil, Auto Accessories

All Kinds of Auto and Machine Work

Oxy-acetylene Welding

### Falls City Lumber Company

M. D. HAMMEL, MGR.

### CLEAN UP!

White Paint \$2.75 per gallon  
Equal to any mill order paint

**A. F. COURTER & CO.**

### KIWI CHICKS

They cannot fly. No more high fences; good layers. Literature and sample feathers.

Fannie Branson, Falls City, Or.

### BABY CHICKS

White Leghorns, trapnested, guaranteed pure Tansred W; get our breeders direct from the Tansred Farms, world's best laying strain.

### Ever-Lay Poultry Ranch

FALLS CITY, ORE.

### Falls City Bakery

"Oregon Quality" Bread, Pastries and Lunch.

### Falls City Meat Market

The home of "Oregon Quality" meats

**ROY McDONALD, PROP.**

### R. Waterhouse

General Blacksmithing, Wagon and Logging Work.

### Bank of Falls City

Capital \$15,000.00  
Surplus \$5,000.00  
General Banking Business

### FALLS CITY BARBER SHOP

Agency International Tailoring Co.  
Cleaning and Pressing

Wm. Bohle Phone 71